

DIRECTOR OF MEDIA SERVICES**DEFINITION**

Under general administrative direction plans, organizes, manages and directs the media support services of the assigned college; coordinates, prioritizes, and delegates daily service requests; supervises, trains, and assigns duties to assigned personnel; trains faculty and staff in the proper operation of various hardware and software relating to video, audio, and computer based instructional presentation systems including teleconference equipment; designs media solutions for all district mediated (smart) classrooms, instructional labs, performing arts and sports facilities; writes technical specification contracts and performs other duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives general administrative direction from the Assistant Vice Chancellor of Information Technologies; Provides direct supervision to numerous technical as well as other administrative support staff, as assigned.

ESSENTIAL DUTIES

- Plan, supervise, schedule and coordinate the operations and activities of the media services department at assigned college.
- Direct, supervise, train, evaluate and provide leadership to personnel assigned to the unit and assist them in determining alternative solutions concerning unusual and unforeseen problems and situations.
- Plan, organize, coordinate, develop and manage a media service equipment replacement plan.
- Provide guidance in the development and updating of the College and District Technology Plans.
- Establish and maintain effective working relationships with those contacted in the performance of required duties.
- Develop, maintain, and evaluate policies, procedures, and standards required to provide flexible and cost-effective media services essential to quality instruction and administrative processes.
- Design and develop media standards and standardized designs for media systems including video conferencing, smart classroom, instructional labs, performance facilities and portable systems that can be used or adapted across colleges and district facilities.
- Serve as the media services liaison to project architects, engineers and service contractors.
- Coordinate collaboration of media services efforts between the two Colleges and Central Services.
- Work collaboratively with appropriate campus committees and managers to develop a program to maximize training, access, and use of media technology.
- Collaborate with media and college personnel and provide leadership regarding the acquisition, installation, operation, and maintenance of media systems.
- Serve as liaison on media issues between college and Central Services IT services.
- Maintain ongoing knowledge of the methods and procedures required to perform the day-to-day operations associated with the maintenance, evaluation, and implementation of media equipment, both hardware and software.
- Develop and promote opportunities for staff development and professional growth.

- Prepare the annual media services budget and submit to college leadership the media needs as part of the College Technology Plan.
- Collaborate with technology services leadership and personnel to provide shared guidance and support for smart classrooms, video conference solutions and integration of media services equipment with technology services equipment.
- Collaborate with technology services and central services information technology personnel to provide helpdesk support for the District.
- Interface with vendors and other outside companies and agencies as appropriate.
- Communicate in a manner consistent with essential job functions and make sound decisions in a manner consistent with the essential job functions.
- Plan, organize, develop, and present management reports concerning media development projects, resource utilization, and operational performance.
- Review, analyze, and evaluate media service short term and long-range planning processes.
- Perform technical and specialized system analysis and media management functions.
- Participate in advisory and planning committees and groups pertaining to media services.
- Assist with in-service and training of College and Central Services staff in the use of media technology including video conferencing services.
- Assure that media services technology equipment is repaired and maintained.
- Perform other duties as may be assigned.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Education/Experience, Knowledge and Ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Education and Experience:

- Education: A Bachelor's degree from an accredited college or university in computer science, information technology, education, instructional technology, business administration or related field.
- Experience: Five years increasingly responsible technology support experience with instructional and/or administrative technology preferably in a community college setting.

Knowledge of:

- Principles, methods, practices and trends concerning media systems, teleconferencing systems, network, and technology service systems and equipment
- Legal mandates, policies and regulations pertaining to distance learning processes, network and media services
- Principles, practices and techniques of organization, supervision, employee motivation and training
- Maintain an understanding of the critical role media services plays in the success of community college students, faculty and staff
- Possess a working knowledge of college's facility media equipment and systems and its capacity as well as its limitations

- Ongoing knowledge of the methods and procedures required to perform the day-to-day operations associated with the maintenance, evaluation, design and implementation of media services equipment, both hardware and software.

Ability to:

- Perform responsible and technical system analysis, media service planning and direction
- Organize, supervise, train and evaluate the work of media support service personnel
- Prepare and present management reports in a clear and concise manner
- Understand and carry out oral and written directions with minimal accountability controls • Establish and maintain cooperative working relationships.

Licenses and Certificates:

- Possession of a valid California Motor Vehicle Operator's License desired

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, and reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a keyboard, handle individual papers, write and take notes.
- **Lifting/Pushing/Pulling:** ability to exert up to 50 pounds of force occasionally to lift, carry, push, pull, or otherwise move objects.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment.
- Work may require evening and weekend work
- Exposure to hot, cold, wet, humid, or windy conditions caused by weather may occasionally be experienced

Class Adopted: 9/10/14

Class Amended: 7/1/23